

**ABSTRACT OF THE DISCLOSURE**

A method and system for informing a recipient of an investment gift. The system includes a financial institution providing investment plans to an investor. The system also includes an information provider providing messages to the financial institution for use in informing a recipient of an investment gift. The financial institution offers the messages to the investor providing an investment gift to a recipient. The message is sent by the investor to the recipient to inform the recipient of an investment gift. The system and associated method allows the financial institution to promote the sale of investment gifts and informs the recipient of the investment gift the details of the investment gift.